

WHAT IS CLAIMED IS:

1. A method for controlling the activation of a hyperlink on a web page, said method comprising the steps of:

5 composing the web page that includes a permission dialog box;

10 enabling a user to fetch the web page and display the web page at a personal computer and if the user selects a hypertext link on the web page then the personal computer displays the permission dialog box which screens the user to make sure that the user comprehends information displayed in the permission dialog box before the personal computer retrieves a target web page associated with the selected hypertext link.

15 2. The method of Claim 1, wherein said personal computer returns the user back to the web page if the user fails to comprehend the information displayed in the permission dialog box.

20 3. The method of Claim 1, wherein said permission dialog box may provide a test to the user to determine whether the user comprehends the information displayed in the permission dialog box.

4. The method of Claim 1, wherein said information to be comprehended by the user is an advertisement.

5. The method of Claim 1, wherein said information to be comprehended by the user is a caution about the target web page.

6. The method of Claim 1, wherein said information to be comprehended by the user is an advisement that the target web page may subject the user to some sort of monitoring.

7. The method of Claim 1, wherein said information to be comprehended by the user is a notice that the target web page requires special browser plug-ins.

8. The method of Claim 1, wherein said information to be comprehended by the user is a notice that the target web page is available only on certain dates or times.

9. The method of Claim 1, wherein said information to be comprehended by the user is a survey the results of which can be forwarded to the creator or a third party.

10. The method of Claim 1, wherein said hypertext link can be highlighted text, underlined text, an image, an icon or a button.

5 11. The method of Claim 1, wherein said personal computer can be any electronic device including a mobile phone or personal digital assistant.

12. A web host site comprising:

10 a database capable of storing a web page including a permission dialog box both of which were composed by a web page creator;

15 a processor capable of enabling a user to download the web page into a personal computer that displays the web page and also displays the permission dialog box when the user selects a hypertext link on the web page, wherein the permission dialog box screens the user to make sure that the user comprehends information displayed in the permission dialog box before said personal
20 computer retrieves a target web page associated with the selected hypertext link.

25 13. The web host site of Claim 12, wherein said personal computer returns the user back to the web page if the user fails to comprehend the information displayed in the permission dialog box.

14. The web host site of Claim 12, wherein said permission dialog box may provide a test to the user to determine whether the user comprehends the information displayed in the permission dialog box.

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15. The web host site of Claim 12, wherein said information to be comprehended by the user is an advertisement.

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16. The web host site of Claim 12, wherein said information to be comprehended by the user is a caution about the target web page.

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17. The web host site of Claim 12, wherein said information to be comprehended by the user is an advisement that the target web page may subject the user to some sort of monitoring.

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18. The web host site of Claim 12, wherein said information to be comprehended by the user is a notice that the target web page requires special browser plug-ins.

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19. The web host site of Claim 12, wherein said information to be comprehended by the user is a notice that the target web page is available only on certain dates or times.

20. The web host site of Claim 12, wherein said information to be comprehended by the user is a survey the results of which can be forwarded to the creator or a third party.

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21. The web host site of Claim 12, wherein said hypertext link can be highlighted text, underlined text, an image, an icon or a button.

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22. The web host site of Claim 12, wherein said personal computer can be any electronic device including a mobile phone or personal digital assistant.

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23. A method for screening a user of a web page,
said method comprising the steps of:

downloading the web page into an personal computer
used by the user;

5 displaying the web page on the personal computer;

selecting a hypertext link on the displayed web
page;

displaying a permission dialog box associated with
the selected hypertext link;

10 screening the user to determine if the user
comprehends information displayed in the permission
dialog box; and

15 retrieving the target web page associated with the
selected hypertext link if the user comprehends the
information displayed in the permission dialog box.

20 24. The method of Claim 23, further comprising the
step of returning the user back to the web page if the
user fails to comprehend the information displayed in the
permission dialog box.

25 25. The method of Claim 23, wherein said permission
dialog box may provide a test to the user to determine
whether the user comprehends the information displayed in
the permission dialog box.

26. The method of Claim 23, wherein said information to be comprehended by the user is an advertisement.

5 27. The method of Claim 23, wherein said information to be comprehended by the user is a caution about the target web page.

10 28. The method of Claim 23, wherein said information to be comprehended by the user is an advisement that the target web page may subject the user to some sort of monitoring.

15 29. The method of Claim 23, wherein said information to be comprehended by the user is a notice that the target web page requires special browser plug-ins.

20 30. The method of Claim 23, wherein said information to be comprehended by the user is a notice that the target web page is available only on certain dates or times.

25 31. The method of Claim 23, wherein said information to be comprehended by the user is a survey the results of which can be forwarded to the creator or a third party.

32. The method of Claim 23, wherein said hypertext link can be highlighted text, underlined text, an image, an icon or a button.

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33. The method of Claim 23, wherein said personal computer can be any electronic device including a mobile phone or personal digital assistant.